

# Our Corporate Strategy

**Plymouth College of Art aims to fulfil its vision and purpose as an independent art college through strategic direction towards eight formative developmental horizons in terms of:**

## **People**

To lead, enable and develop the transformative potential of high quality education for life in creative arts practice for all our students, staff and associates, and to sustain innovative learning communities in contemporary arts practice.

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## **Ideas**

To build creative, commercial, intellectual and cultural capital through excellence, innovation and entrepreneurship in creative arts practice and education.

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## **Partnership**

To promote and sustain purposeful, effective and inclusive partnership across the continuum of creative arts practice and education at regional, national and international levels.

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## **Curriculum**

To maintain and develop a progressive and inclusive learning continuum in a wide spectrum of contemporary arts practices, to foster creative imagination and inquiry, and to develop pedagogy, scholarship and practice across cultures, artforms and creative disciplines.

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## **Studentship**

To sustain and develop a purposeful national benchmark for studentship in contemporary art, craft, design and media practices at all levels, where students meet or exceed expectations and are enabled to fulfil their active creative potential in terms of knowledge, skills and attributes.

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## **Environment**

To maintain and develop high quality, safe and sustainable working environments, and innovative physical, virtual and social spaces, that safeguard and sustain the security, health and welfare of all who study, work or visit here.

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## **Business**

To demonstrate responsible, sustainable and effective business practices and performance, entrepreneurship and innovation, in all our work, and to be regarded as a learning organisation.

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## **Brand**

To fulfil our distinctive vision and ethos as a creative centre of arts education and entrepreneurship; to build our external profile and reputation; and to position Plymouth College of Art as a distinctive feature of the creative educational landscape regionally, nationally and internationally.

# Our Vision, Ethos, Purpose and Values

## **Our vision**

High quality education for life in contemporary arts practice, as the creative catalyst for personal, professional and cultural transformation.

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## **Our ethos**

Places the aspirations and support needs of every student at the very heart of our creative enterprise;

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## **Our purpose**

As an independent specialist art college since 1856, is to provide a distinctive, innovative and supportive learning community in contemporary arts practice; to add value to the cultural, social and economic life of Plymouth and the South West region; and to develop our distinctive profile of our work nationally and internationally.

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## **Our values**

We believe in the centrality of the arts to social value, culture, community, welfare, and prosperity;

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We uphold the primary significance of learning through practice and participation for individual development, transformation and fulfillment;

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We see our College as a crucible, or laboratory, for artistic experiment, exchange, entrepreneurship and innovation, and for new thinking, in the service of our wider communities;

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We value and invite purposeful, mutual partnership;

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We celebrate social and cultural diversity, and encourage engagement with the community and cross-cultural dimensions of learning in local, regional, national and international contexts;

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We respect our environment, and have a strong commitment to sustainable practice;

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We aspire to the highest standards of contemporary art practice and achievement.